BEST OIL INC.

2939 SAW MILL RUN BLVD. PITTSBURGH, PA 15227

(412) 884-8777

Mr. John McGuirk
Vice President
Liberty USA
920 Irwin Run Road
West Mifflin, PA 15122

RE: INSTANT COUPON MACHINE TEST IN CONVENIENCE STORES

Dear John:

This serves as a Letter Of Authorization to Liberty USA and Actmedia, Inc. to test Actmedia's Instant Coupon Machine (ICM) in 10 of our Toot And Scoot convenience stores over a period of ~~four weeks, from Oct. 4 through Oct. 31 (Cycle 11 '93)~~ 8 weeks from Nov 29 93 - Jan 30 94 (Cy 13 & Cy 1). We will provide 5 test stores and 5 control stores matched up in terms of: total $$$ volume, location, size, # of product lines and auxiliary services (deli's, gasoline, etc.).

Actmedia is authorized to install the ICM onto shelves, coolers, bins and any other locations where necessary, including areas where using a free standing pole attachment system (supplied by Actmedia) may be necessary. Additionally, Actmedia is authorized to frequent the test stores on a regular basis for scheduled ICM maintenance, coupon refilling and gathering of redeemed coupons (held by the individual store managers) to help calculate redemption and incremental sales figures.

Toot & Scott will be provided Liberty USA actual sales data for the participating ICM test brands to calculate final incremental product movement resulting from the ICM.

Our store managers and assistant managers will lend their full cooperation in assisting both Liberty USA and Actmedia, Inc. while testing the Instant Coupon Machine.

We are very excited about the ICM's potential in generating additional convenience store sales, and look forward to working with you and Actmedia on this project. If any of the participating brands have any questions, please feel free to have them call me directly at (412) 884-8777 fax #(412) 884-8486.

Paul McGuire
Buyer

Paul McGuire

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